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**REQUEST FOR PROPOSALS:  
WEBSITE AND CONTENT MANAGEMENT SYSTEM UPGRADE  
QUESTIONS AND ANSWERS**

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**Responses to Questions, issued on January 15, 2025**

**Question 1:** We understand that the deadline for written inquiries is 2/6/2025. However, could you kindly confirm if there is a specific cut-off time for submitting these inquiries?

**Response 1:** There is no cut-off time. We must receive questions on February 6, 2025.

**Responses to Questions, issued on January 30, 2025**

**Question 2:** What current CMS are you using?

**Response 2:** As stated in the RFP, Kentico v. 12.

**Question 3:** What are some things the team likes about the current CMS?

**Response 3:** It is a versatile CMS that has allowed us to create a well-functioning and attractive website. It allows forms to be used to create and add content to pages (see examples, Appendix I).

**Question 4:** What are some things the team DOES NOT like about the current

**Response 4:** As stated in the RFP, "Kentico version 12 is no longer supported, and extensive rebuilding would be required with the new version. In addition, NJTPA uses only a small portion of the features Kentico provides. Therefore, it intends to explore its options for a new CMS to migrate to that is more intuitive and suitable for the organization's website needs and will be cost-effective, secure and scalable to support future growth potential." In addition, small fixes cannot be easily addressed by staff knowledgeable about programming without extensive knowledge of the Kentico system.

**Question 5:** What is the current annual spend on CMS, hosting, ongoing support, etc?

**Response 5:** Average annual expenditures for website support range between \$15 and \$20K.

**Question 6:** Where is your CMS currently hosted?

**Response 6:** As stated in the RFP "All three sites are currently hosted by the NJTPA using Microsoft Internet Information Server (IIS)."

**Question 7:** Are you open to having your CMS on a cloud-based platform?

**Response 7:** As stated in the RFP, "Proposals that involve using a low code or visual web development system must describe and cost-out how these existing features of the NJTPA website can be replicated and maintained."

**Question 8:** What was the budget for the last website redesign & development effort?

**Response 8:** The cost to develop the website in 2013 is unknown due to age of these records. The cost to update website was approximately \$93,000.00.

**Question 9:** For your current site, did your internal team build it or did a vendor? If the vendor, who was it?

**Response 9:** No, an outside consultant developed the original site in 2013 and updated by a separate firm in 2019.

**Question 10:** The RFP mentions needing to integrate with other systems. Can you please provide some examples?

**Response 10:** The RFP mentions that NJTPA maintains other websites using the Arc-GIS Hub platform. An example is <https://connecting-communities-njtpa.hub.arcgis.com/>. Those websites only need to be linked from but do not have to be integrated with the three websites for which we are seeking a new CMS.

**Question 11:** Are there any specific security compliance requirements like PCI, HIPAA, Fed-RAMP, others? If so, please specify.

**Response 11:** As the RFP states, the NJTPA requires "stable, secure websites." We will rely on the developer to advise us on and implement systems to see that that is achieved.

**Question 12:** Are there any accessibility or content policy compliance you track against (WCAG, GDPR, etc)? If so, please state

**Response 12:** As stated in the RFP, the websites must be in "Compliance with United States federal accessibility standards (Section 508 of the Workforce Rehabilitation Act)." In part, this is accomplished through the Recite Me features of the website (top right corner of the homepage).

**Question 13:** Do you currently use anything to conduct accessibility scanning & reporting, and to help remediate issues? If so, please state

**Response 13:** We will rely on the developer to advise us on and implement needed features in this area.

**Question 14:** How many pages in total are your website(s)

**Response 14:** As stated in the RFP, njtpa.org includes 250 top level pages and 1,800 or more additional pages of information and resources. A media library includes 1,700 images and pdf documents linked to pages. InTransitionmag.org has approximately 50 pages; and BeStreetSmartNJ.org has approximately 100 pages.

**Question 15:** Do you have a CDN and/or WAF in place currently? If so, please specify which one

**Response 15:** We will depend on the developer to determine the need for these features.

**Question 16:** Please provide the average monthly page views that your in-scope sites receive (to nearest 100K is fine)

**Response 16:** As stated in the RFP, njtpa.org receives approximately 3,400 user visits per month, 20 percent of which are via mobile devices.

**Question 17:** Are there any documents or content not within the current CMS that the team would like to be able to have the site's search query? or is only CMS content relevant to site searches?

**Response 17:** Only the CMS content has to be searched, though extending to the linked ArcGIS Hub sites may be desirable.

**Question 18:** Will the pre-proposal meeting be recorded and shared?

**Response 18:** A copy of the preproposal meeting presentation and a RSVP/Sign-in Sheet will be posted on the RFP webpage after the meeting.

**Question 19:** Please explain the role of the selected partner in design and structure of the website.

**Response 19:** Please refer to the RFP which details the scope of work, expected deliverables and schedule for this project.

**Question 20:** How much of a redesign are you looking for with the primary site? Can you talk about content maintenance on the site, consistency with look and feel, and scalability?

**Response 20:** The current main website fulfills the needs of the NJTPA and serves its intended functions. However, as stated in the RFP, we will offer recommended changes, in particular, a streamlined navigation system. We are in the midst of developing these recommendations. The first task is to assess the site and provide recommendations for improvements that will meet the project's goals. The extent of changes will be agreed upon early in the project.

**Question 21:** Are you interested in a new look and feel for the site with a new UI design system? Or should we expand on the existing design?

**Response 21:** We are open to a new UI but as stated in the RFP it must fulfill all the functions of the current site and must include the programmed features and functionality that are highlighted with examples in the Appendix.

**Question 22:** You mention an "improved functionality and UX" as well as "revised menu systems" and updated "site features." Are there specific features or areas you would like addressed or are you requesting recommendations?

**Response 22:** See response to question 19.

**Question 23:** What is the ideal breakdown of responsibilities (migration, design, development) between your team and the selected partner?

**Response 23:** The consultant should provide their technical approach to this project which should provide a proposed breakdown of responsibilities in their proposals. The NJTPA has several staff members who edit content and will be involved with the migration. The NJTPA also has a graphic designer and IT department that the consultant team will be collaborating with on this project. The agency has no dedicated web development staff.

**Question 24:** Can you describe the ideal collaboration between your team and the selected partner from a design standpoint? From an IT standpoint?

**Response 24:** See response to question 23.

**Question 25:** Who will be responsible for content migration? Is there a limit on the number of pages that will need to be migrated?

**Response 25:** See response to question 23. The consultant must be prepared to undertake a substantial share of migration to ensure the 6-month timeframe for launch of the site is met.

**Question 26:** Have you conducted an inventory of pages that will need to be written/created/migrated?

**Response 26:** The consultant will create the inventory of pages.

**Question 27:** Would you be able to give us access to the platform or codebase to investigate content migration options?

**Response 27:** The selected consultant will have access to the platform or codebase upon award of the contract.

**Question 28:** Can you provide additional detail about revised menu systems, features and designs?

**Response 28:** See response to question 19.

**Question 29:** They say the “redesigned website” needs to be launched in 6 months - does this include the smaller sites or just the primary site?

**Response 29:** It would be desirable to relaunch all the sites at the same time but if there is a lag for the smaller sites that may be acceptable with sufficient justification and a detailed, agreed-upon timeframe for their relaunch.

**Question 30:** Are you open to a phased approach, such as launching the main site first and two smaller sites later?

**Response 30:** Yes.

**Question 31:** What is the expectation for redesign for the smaller sites?

**Response 31:** The smaller sites can be replicated as closely as possible to their current design and functionality as possible without redesign.

**Question 32:** There isn't a mention of SEO in the RFP. Is this a concern or a priority? Do you have an existing vendor?

**Response 32:** The NJTPA is not actively concerned with SEO as it is a public agency.

**Question 33:** You mention content migration of up to 2,000 pages on the main site. Is the expectation to migrate the smaller sites within this limit? What about all of the images and PDFs (1,400+ on main site)?

**Response 33:** All content, pdfs and images must be migrated. The plan for migration should be determined during Task 1.

**Question 34:** Can you describe the skillset and responsibilities of individuals on the NJTPA TEAM?

**Response 34:** See response to question 23.

**Question 35:** What are the biggest challenges for you to overcome with this project?

**Response 35:** Ensuring the NJTPA has websites that continue to meet its needs and fulfill the goals of the project

**Question 36:** What are the biggest opportunities?

**Response 36:** A new CMS platform that makes the websites easier to manage, update, expand, and maintain.

**Question 37:** A year from now, or two years from now, how will you judge the success of this project?

**Response 37:** That the websites are fulfilling their function without many problems or need for extensive maintenance.